ORDER

Orders Order / Rev: Alt Order #: 06860593 Product Desc: ROMNEY FOR PRESIDENT Estimate: Flight Dates: 10/03/12 - 10/09/12 Primary AE: Amy McCreary Original Date / Rev: 10/02/12 / 10/03/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: **American Rambler Productions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverly, MA 01915 Agency Commission: 15% Romney for President-Advertiser Name:

Demographic:

A35+

Product Codes:

PLC02-Republican

Priority:
Revenue Codes:

SELECT PRIORITY CODE
POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	90	\$92,775.00	\$78,858.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	90	\$92,775.00	\$78,858.75	0.00
Totals	90	\$92,775.00	\$78.858.75	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	28%	\$92,775.00
Market	100%	\$331.339.29

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$82,834.82
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$92,775.00
KTUD	0%	\$0.00
KVVU	14%	\$46,387.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$16,566.96

_	Ln	Ch	Start	End	Inventory Code	e Break	Start/End 7	Time Days	Len S _l	oots	Rate Pri	Rtg Type	Spots	Amount
7	∄ 1	KSNV	10/08/12	10/09/12	M-F 6-7a Wakel	Jp w/Wa@M	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
					M-F 6-7a Wake	Up w/Wagners								
		PLS AIR	1/DAY W	AKE W/W	'AGNERS - 1/DA'	Y						ľ		
		<u>Star</u>	t Date I	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/0)8/12 ·	10/14/12	MT	2	\$ 700, 0 0	0.00						

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Estimate:

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Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 1	10/08/12	10/09/12	M-F 6-7a WakeUp		6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
PLS AIR	1/DAY V	VAKE W/W	M-F 6-7a WakeUp AGNERS - 1/DAY	w/Wagners								
		End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/08	8/12	10/14/12	MT	2	\$700.00	0.00						
E 2 KSNV 1	10/03/12	10/05/12	M-F 6-7a WakeUp	_	6-7a	W-F	:30	2	\$700.001	0.00 NM	2	\$1,400.00
PISAIR	1/DAY V	VAKE W/W	M-F 6-7a WakeUp AGNERS - 1/DAY	w/vvagners								
		End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/01		10/07/12	W-F	2	\$700.00	0.00						
E 3 KSNV '	10/03/12	10/05/12	•	CM	658a-9am	WTF	:30	3	\$900.001	0.00 NM	3	\$2,700.00
PLS AIR	1/DAY T	ODAY SHO	Today Show DW - 1/DAY									
		End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	1/12	10/07/12	WTF	3	\$900.00	0.00				***		
E 4 KSNV	10/08/12	10/09/12	•	CM	658a-9am	MT	:30	2	\$900.001	0.00 NM	2	\$1,800.00
PLS AIR	1/DAY T	ODAY SHO	Today Show DW - 1/DAY									
		End Date		Spots/Week	Rate	Rating						
Week: 10/08	8/12	10/14/12	MT	2	\$900.00	0.00						
E 5 KSNV	10/08/12	10/09/12	M-F Today Show I		9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
PISAIR	1/DAY T	ODAY SHO	M-F Today Show DW 2 - 1/DAY	11								
		End Date		Spots/Week	Rate	Rating						
Week: 10/08	8/12	10/14/12	MT	2	\$425.00	0.00						
E 6 KSNV	10/08/12	10/09/12	M-F Today Show I	II 4th ISM	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
PLSAIR	1/DAY T	ODAY SHO	Today 4th Hour DW 3 - 1/DAY									
		End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/0		10/14/12	MT	2	\$325.00	0.00						
E 7 KSNV	10/03/12	10/05/12	M-F Today Show I	ili 4th 16M	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
PLSAIR	1/DAY T	ODAY SHO	Today 4th Hour DW 3 - 1/DAY									
		End Date		Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	WTF	3	\$325.00	0.00						
E 8 KSNV	10/08/12	10/09/12	Rachael Ray	CM	11am-12pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
PLS AIR	1/DAY F	RACHEL RA	Rachael Ray NY - 1/DAY									
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week; 10/0	8/12	10/14/12	MT	2	\$325.00	0.00						
E 9 KSNV	10/03/12	10/05/12	Rachael Ray	СМ	11am-12pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975,00
PLS AIR	1/DAY F	RACHEL RA	Rachael Ray Y - 1/DAY									
		End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 10/0		10/07/12	WTF	3	\$325.00	0.00						
E10 KSNV	10/08/12	2 10/09/12		СМ	12-1230pm	MT	:30	2	\$425,001	0.00 NM	2	\$850.00
PLS AIR	1/DAY.	NOON NEV	Noon News VS - 1/DAY									
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0	8/12	10/14/12	MT	2	\$425.00	0.00						
E11 KSNV	10/03/12	2 10/05/12		CM	12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
PLS AIR	1/DAY	NOON NEV	Noon News VS - 1/DAY									
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				Į.		
Week: 10/0		10/07/12	WTF	3	•	0.00				····		
E12 KSNV	10/03/12	2 10/05/12	Days of our Lives	CM	1258p-2pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
PLS AIR	1/DAY.	DAYS - 1/D	Days of our Lives OAY									
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0		10/07/12	WTF~~	3	•	0.00						
E 13 KSNV	10/08/12	2 10/09/12		СМ	1258p-2pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Days of our Lives Days of our Lives									
PLS AIF	R 1/DAY.	DAYS - 1/D	•									
<u>Sta</u> Week: 10/	<u>ırt Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00						
E 14 KSNV	10/08/1	2 10/09/12	The Doctors The Doctors	CM	2pm-3pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
		DOCTORS										
<u>Sta</u> Week: 10/	<u>rt Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00				I		
E 15 KSNV			The Doctors The Doctors	СМ	2pm-3pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
PLS AIF	R 1/DAY.	DOCTORS	- 1/DAY							l		
	rt Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Week: 10/ E 16 KSNV		10/07/12		CM	\$325.00 3-4p	0.00 MT	:30	2	\$450.001	0.00 NM	2	\$900.00
		. DR PHIL - 1	Dr Phil	OIVI	016	P41	.00	2	ψ430.001	0.00 INIVI	2	ψ900.00
<u>Sta</u>	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	MT	2		0.00						
E17 KSNV	10/03/1	12 10/05/12	Dr. Phil Dr Phil	СМ	3-4p	WTF	:30	3	\$450.001	0.00 N M	3	\$1,350.00
PLS All	R 1/DAY.	. DR PHIL - '										
	art Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	NEWS 3 at 4 (1 I	HOUR)CM	\$450.00 4-5pm	0.00	:30	3	\$725.001	0.00 NM	3	\$2,175.00
			4PM NEWS (1 ho		(4:30 PM-5:			_	*		_	4-1
		. NEWS - 1/0		Constantial and	D-4-	D-4:						
<u>عرد</u> Week: 10	<u>art Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
E19 KSNV	10/08/1	12 10/09/12	NEWS 3 at 4 (1 I 4PM NEWS (1 ho	-	4-5pm (4:30 PM-5:	MT 00 PM)	:30	2	\$725.001	0.00 NM	2	\$1,450.00
		, NEWS - 1/[
<u>Sta</u> Week: 10	art Date /08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MT~~~~	Spots/Week 2	<u>Rate</u> \$725.00	<u>Rating</u> 0.00				ļ		
			M-F Early News M-F Early News	CM	5-630p	MT	:30	2	\$1,300.001	0.00 NM	2	\$2,600.00
PLS All	R 1/DAY	. NEWS - 1/I	•									
<u>Sta</u> Week: 10		End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	Rate \$1,300.00	Rating 0.00						
E 21 KSNV	10/03/1	12 10/05/12	M-Su Early News	СМ	5-630p	WTF	:30	3	\$1,200.001	0.00 NM	3	\$3,600.00
PLS AI	R 1/DAY	. NEWS - 1/I	M-Su Early News DAY	i								
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10.		10/07/12	WTF M-F Jeopardy	CM	\$1,200.00	0.00 MT	:30		\$1,300.001	0.00 NM		\$5,200.00
E ZZ KONV	10/00/	12 10/09/12	M-F Jeopardy	Civi	630-7pm	V	.30	4	⊉ 1,300,001	U.UU NIVI	4	\$5,200.00
PLS AI	R 2/DAY		P JEOP - 2/DAY W	//MAX SEP								
<u>Sta</u> Week: 10.	art Date	<u>End Date</u> 10/14/12	<u>Weekdays</u> MT	Spots/Week	Rate \$1,300.00	<u>Rating</u> 0.00					J	
-			M-F Jeopardy	CM	630-7pm	TF	:30	3	\$1,000.001	0.00 NM	2	\$1,500.00
ысл	D 4/DAY	JEOP - 1/D/	M-F Jeopardy		-							•
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/01/12	10/07/12	TF	2	\$1,000.00	0.00						
	<u>1 Date Ra</u> / 10/01/1		<u>Description</u> N-F Jeopardy		<u>t/End Time</u> -7pm	-	<u>Veekdays</u> ThF			Rtg Type 0.00 NM		
			/I-F Jeopardy		-7 pm -7pm		ThF			0.00 NM		
E 24 KSNV				СМ	7-730pm	MT~~~~	:30	2	\$1,300.001	0.00 NM	2	\$2,600.00
	In 4 In 177		M-F Wheel of Fo	rtune	-							
PLS AI	R 1/DAY	WHEEL - 1	'DAY								1	

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Ln Ch Inventory Code Break Start/End Time Days Len Spots End Rate Pri Rtg Type Spots Amount 10/08/12 10/09/12 M-F Wheel E 24 KSNV 7-730pm MT----:30 2 \$1,300,001 0.00 NM \$2,600.00 M-F Wheel of Fortune PLS AIR 1/DAY WHEEL - 1/DAY End Date Spots/Week Rating Start Date Weekdays Rate Week: 10/08/12 10/14/12 MT----\$1,300.00 0.00 E 25 KSNV 10/03/12 10/05/12 M-F Wheel 7-730pm 2 \$1,300,001 0.00 NM CM ---TF--:30 2 \$2,600.00 M-F Wheel of Fortune PLS AIR 1/DAY WHEEL - 1/DAY Spots/Week Start Date End Date Weekdays Rate Rating ---TF--10/07/12 \$1,300.00 Week: 10/01/12 0.00 E 26 KSNV 10/08/12 10/09/12 M-F News 3 at Eleven CM 11pm-1135pm MT----:30 2 \$1,200,001 0.00 NM 2 \$2,400.00 M-F News 3 at Eleven PLS AIR 1/DAY NEWS - 1/DAY Rating Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$1,200,00 0.00 E 27 KSNV 10/03/12 10/05/12 M-F News 3 at Eleven CM 11pm-1135pm --WTF--:30 3 \$1,200,001 0.00 NM \$3,600.00 M-F News 3 at Eleven PLS AIR 1/DAY NEWS - 1/DAY End Date Spots/Week Rating Start Date Weekdays Rate 10/07/12 --WTF--\$1,200,00 0.00 Week: 10/01/12 0.00 NM E 28 KSNV 10/03/12 10/05/12 The Tonight Show CM 1135p-1237a --WTF--:30 \$500,001 3 \$1,500.00 Tonight Show PLS AIR 1/DAY, TONGIHT SHOW - 1/DAY End Date Start Date **Weekdays** Spots/Week Rating Rate --WTF--Week: 10/01/12 10/07/12 3 \$500,00 0.00 E 29 KSNV 10/08/12 10/09/12 The Tonight Show \$500.001 0.00 NM CM 1135p-1237a MT----:30 \$1,000.00 Tonight Show PLS AIR 1/DAY, TONGIHT SHOW - 1/DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$500.00 0.00 E 30 KSNV 10/04/12 10/04/12 Thurs PR 9-10p CM 9-10pm ---T---:30 1 \$3,200.001 0.00 NM \$3,200.00 Thursday Prime 9-10pm OFFIC/PARKS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---T---\$3,200.00 0.00 E 31 KSNV 10/05/12 10/05/12 Fri PR 9-10p CM 9-10pm ---F--:30 1 \$2,600.001 0.00 NM \$2,600.00 Friday Prime 9-10pm GRIMM Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate 10/07/12 ---F--0.00 Week: 10/01/12 \$2,600.00 1 E 32 KSNV 10/05/12 10/05/12 Fri 10-11p CM 10-11pm ----F--:30 1 \$3,200,001 0.00 NM \$3,200.00 Friday Prime 10-11pm DATELINE Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 ---F--\$3,200.00 0.00E33 KSNV 10/06/12 10/06/12 Saturday Today CM 7a-9am -----:30 \$625.001 0.00 NM 2 \$1,250.00 Saturday Today SAT TODAY Start Date **End Date Weekdays** Spots/Week Rate Rating ----S-Week: 10/01/12 10/07/12 \$625.00 0.00 E34 KSNV 10/06/12 10/06/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S-:30 1 \$1,100,001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 \$1,100.00 0.00 E35 KSNV 10/06/12 10/06/12 Nevada Newsmakers - 03M 5:00-6:00am ----5-:30 \$825.003 0.00 NM \$825.00 Nevada Newsmakers - Ch.3 (5:00 AM-5:30 AM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ---S-\$825.00 0.00E 36 KSNV 10/06/12 10/06/12 CM 5:00- 6:00am ----5-:30 \$825.003 0.00 NM \$825.00

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Ln Ch Break Start/End Time Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount Nevada Newsmakers - Cl Nevada Newsmakers - Ch.3 (5:30 AM-6:00 AM) **NEWS** Start Date End Date Weekdays Spots/Week Rate ----S-10/07/12 Week: 10/01/12 \$825.00 0.00 News 3 Sunrise - SUND&M E 37 KSNV 10/07/12 10/07/12 6a-7a ----5 :30 \$350.001 0.00 NM 1 \$350.00 News 3 Sunrise SUNDAY **NEWS** Spots/Week Start Date End Date Weekdays Rating <u>Rate</u> Week: 10/01/12 10/07/12 ----S \$350.00 0.00 E 38 KSNV 10/07/12 10/07/12 Sunday Today CM 7a-8am ----S :30 \$625.001 0.00 NM \$625.00 Sunday Today Sunday Today Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S \$625.00 0.00 E 39 KSNV 10/07/12 10/07/12 NFL Pre-Game / FNA ----s CM 1p-530pm :30 1 \$2,400,001 0.00 NM \$2,400.00 NFL Pre-Game FOOTBALL IN AMERICA Spots/Week Rating Start Date End Date Weekdays Rate ----5 10/07/12 \$2,400.00 Week: 10/01/12 0.00 0.00 NM E 40 KSNV 10/07/12 10/07/12 NFL Football CM 1P-9PM ----S :30 2 \$10,000,001 \$20,000.00 2 NFL Football PLS GIVE MAX SEP. NFL - PLS GIVE MAX SEP Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S 2\$10,000.00 0.00 E41 KSNV 10/07/12 10/07/12 Jeopardy in PRIME CM M-SA 8-11p / SUN-----S :30 1 \$1,200.001 0.00 NM \$1,200.00 Jeopardy in Prime **JEOP** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S 1 \$1,200.00 0.00 E 42 KSNV 10/07/12 10/07/12 LAW & ORDER (synd) RIM M-SA 8-11p / SUN----S .30 1 \$1,200.001 0.00 NM \$1,200.00 Law & Order (synd) PRIME L&O Start Date End Date **Weekdays** Spots/Week Rating Rate ----S 1 \$1,200.00 10/07/12 Week: 10/01/12 0.00 E 43 KSNV 10/07/12 10/07/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S :30 2 \$1,100,001 0.00 NM 2 \$2,200,00 Sa-Su News 3 at Eleven **NEWS** End Date Spots/Week Start Date Weekdays Rating Rate ----S Week: 10/01/12 10/07/12 2 \$1,100.00 0.00 M-SA 8-11p / SUN -- W----N 44 KSNV 10/03/12 10/03/12 Jeopardy in PRIME CM :30 1 \$1,000.001 0.00 NM \$750.00 Jeopardy in Prime PLS AIR 1/DAY JEOP - 1/DAY Start Date End Date **Weekdays** Spots/Week Rating Rate --W----1 \$1,000.00 Week: 10/01/12 10/07/12 0.00 Description Start/End Time Spot Ch Date Range <u>Weekdays</u> Length Rate Rtg Type 1 KSNV 10/01/12-10/07/12 Jeopardy in PRIME M-SA 8-11p / SUN --W----\$750.00 0.00 NM :30 N45 KSNV 10/03/12 10/03/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN -- W----:30 1 \$1,300,001 0.00 NM \$1,300.00 Wheel in Prime PLS AIR 1/DAY WHEEL - 1/DAY Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---W----1 \$1,300.00 0.00 Totals \$92,775.00 90